

Win a Set of Pedalites!

Closing date: 2008 04 06



Pedalite Pedals are the unique 360 degree, battery-free pedal lights for bicycles that have been designed to make cyclists more visible to motorists day and night.

The pedals replace normal pedals; they are easy to fit and uniquely they are powered solely using cycling energy. This means that they light up as soon as the cyclist starts pedalling starts and harvest and store this energy so the lights stay on for up to five minutes when the cyclists has stopped. As a result, they provide always-on lighting for bikes and enable them to be seen clearly by motorists from up to 1km away and from any angle including the side. This improves safety as 75% of cycling accidents in the UK happen at, or near, a road junction [source Royal Society for the Prevention of Accidents, where cycles need to be seen from the side.

Pedalite pedals also help cyclists create their own virtual cycle lane as motorists naturally give cyclists with Pedalite pedals a wider berth and distance, increasing their safety. Now used by thousands of cyclists, they are fast becoming a global phenomenon.

To enter, email your answer to offers@newconsumer.com with “Pedalites competition” in the subject line

Question

Where do most accidents involving cycles take place?

1. When cyclists are riding along the road
2. When cyclists are at road junctions
3. When cyclists are riding along the road